ICE

(Interactive Customer Evaluation)

LaShunda Davis, Unit Service Coordinator
USAREC, Soldier & Family Assistance Branch

Interactive Customer Evaluation (ICE)

- What does ICE do for us?

- Provides trend analysis and continuous improvements to programs and services, based on real time issues

- Allows BDEs and BNs to track customer service ratings to provide additional customer service training to SFAs or on the job training if needed

- Data will be provided to all BDE and CG Command and Staff

- ICE allows us an opportunity to continuously improve and provide outstanding programs and services to our Soldiers and their Families

Interactive Customer Evaluation (ICE)

- Web-based tool for collecting customer feedback related to services/products provided by USAREC SFAs

- Engages customers by providing an immediate and consistent means of submitting their issues, concerns, feedback, and suggestions regarding SFA programs and services

- ICE is NOT a negative thing! It allows for continuous improvements based on customers exact needs, and not what we guess that our customers needs are

ICE within USAREC

- Brigade SFAs automatically receive all their BDE ICE comment cards submitted by a Soldier or Family member

- BDE SFA forwards comments upon receipt to the respective BN SFA for action

- BN SFA has two working days to respond to the customer (if POC info provided) and to work any issues stated, to provide follow-up to BDE SFA

- BDE SFA must input corrective action taken by BN SFA, into the ICE management reporting system.

- HQ USAREC established an ICE SOP that outlines all requirements

- All ICE actions monitored by LaShunda Davis- USAREC ICE Administrator

Progress of ICE within USAREC

- BDE/BN SFAs are promoting ICE in an outstanding manner, on staff web pages, email signatures, marketing materials, etc.

- The majority of the feedback from customers has been positive although there have been "needs improvement" cards submitted as well

- When "needs improvement" type cards have been submitted, Brigade and Battalion SFAs have worked together to create a resolution for the presented issue

- If a customer provides his/her contact information, he or she will be contacted regarding their submitted issue, if it's a positive comment or an issue they are experiencing. If no customer contact info is provided the Brigade and Battalion SFAs still work on a resolution for the submitted issue

ICE Submissions by Brigade: November – Present Date

Brigade	Total number of comment cards submitted
1st Brigade	**10**
2nd Brigade	**15**
3rd Brigade	**7**
5th Brigade	**41**
6th Brigade	**7**
MRB	**4**
Total	**84**

What we need from you

- We need your assistance with promoting ICE to our Soldiers and Families!

- Feel free to create your own ideas/methods to market the ICE program to Soldiers and Families

- When marketing ICE, encourage customers to leave POC information so that they can be contacted for follow-up on their submitted issue

- We have created a QR (Quick Response) Code to create easier access for Soldiers and Families utilizing the ICE system

- Marketing ICE is MUST! We cannot stress how beneficial this program is to Soldiers and Families

Questions and Ideas